

Tackling Racism in Cumbria

A Fresh Approach

To raise awareness, reach
and engage all
communities in Cumbria
and to promote services
through networking.

- Lack of education
- Lack of services
- Lack of joined up thinking
- Lack of organisation

What are the problems

To raise awareness, reach and engage all communities in Cumbria and to promote services through networking.

- More awareness raising with younger generation
- Inclusion through schools and youth clubs
- Community meetings
- Word of mouth
- Youth activities-sport, art & craft, music
- Promotion – printed, social media
- National initiatives

Lack of Education

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- Advocacy support
- Mentoring – help people to establish in UK
- Translation
- Citizenship
- Health Support
- Crime/safety

Advice Services

To raise awareness, reach and engage all communities in Cumbria and to promote services through networking.

- Cumbria Anti Racism Alliance
- Work with
 - Public Sector
 - Third Sector
 - Police
 - Private Sector

Link with outside UK
National initiatives

Network

To raise awareness,
reach and engage all
communities in
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promote services
through networking.

- Good communications
- The right people
- Company structure
- Media relations
- Supervision and management skill
- Easy to contact

Organisation

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